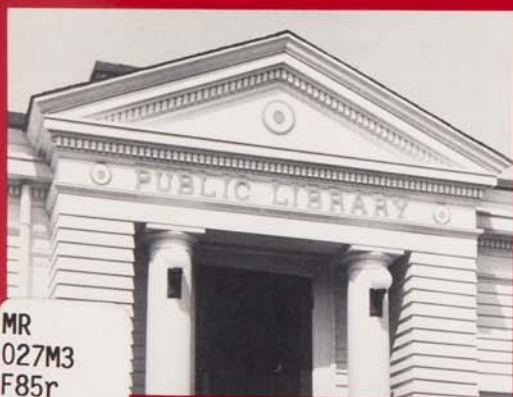


Fiscal Year 1988

99th

Annual Report

State Library of Massachusetts
State House, Boston



Massachusetts
Board of Library
Commissioners

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1987-88
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Ninety-Ninth Annual Report
of the
Massachusetts Board of Library Commissioners
Commonwealth of Massachusetts

Fiscal Year 1988

July 1, 1987 to June 30, 1988

648 Beacon Street
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(617) 267-9400
(800) 952-7403 (in-state)



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1987-1988

Board of Library Commissioners

Term

- 1978-1988 **Joan Rosner**, South Hadley, *Chairman*
1981-1986 **Martha G. Edmondson**, Brookline, *Vice-Chairman*
1985-1990 **Dorothy A. Dunn**, Bridgewater, *Secretary*
1984-1989 **Timothy Mantalos**, Brockton
1984-1989 **Kevin Moloney**, Boston
1985-1988 **Ann Murphy**, Boston
1984-1988 **William O'Neil**, Worcester
1978-1988 **Samuel Sass**, Pittsfield

Professional Staff

<i>Director</i>	Roland R. Piggford
<i>Head, Internal Operations</i>	Irene S. Levitt
<i>Head, Library Development</i> <i>Planning and Research</i>	Robert Dugan
<i>Consultant for Services to</i> <i>Special Populations</i>	Shelley Quezada
<i>Coordinator, Non-Print</i> <i>Media Services and Communications</i>	Louise A. Kanus
<i>Audiovisual Technician</i>	Richard Taplin
<i>Public Information Specialist</i>	Maureen Killoran
<i>Planning and Research Specialist</i>	Mary A. Litterst
<i>Programmer</i>	P. Betty Wei
<i>Coordinator, Library Incentive</i> <i>Grants and Certification</i>	Janet Price
<i>Technical Services Librarian</i>	Sandra J. Haley
<i>Reference Librarian</i>	Brian Donoghue
<i>Consultant for Library</i> <i>Construction</i>	Thomas Ploeg
<i>Federal Program Specialist</i>	Jane Ouderkirk
<i>Special Projects Consultant</i>	Marcia Shannon
<i>Supervisor of Accounting and Payroll</i>	Sylvia Benskin
<i>Grants Manager</i>	Sondra Vandermark, from 1/88

FINANCIAL STATEMENT

COMMONWEALTH OF MASSACHUSETTS IN ACCOUNT WITH THE BOARD OF LIBRARY COMMISSIONERS

July 1, 1987 - June 30, 1988

Account No. 7000-9101

Appropriation for the Board of Library Commissioners

Personal Services	\$535,111.00
Expenses	226,275.00
TOTAL	\$761,386.00

Expenditures

Personal Services	\$513,172.87
Expenses:	
Travel	12,388.92
Printing & Advertising	10,487.78
Maintenance - Repairs	14,546.82
Books & Related Expenses	13,465.87
Office & Administrative Expenses	58,418.66
Equipment	1,997.25
Rentals	98,649.23
TOTAL	\$723,127.40

Unexpended Balance	\$ 38,258.60
---------------------------------	---------------------

Respectfully submitted,
Roland R. Piggford, Director
Board of Library Commissioners

Financial Statement verified
March 27, 1989
by A. Gromczynski
For William Kilmartin, Acting Comptroller

Revised: 03/24/89

FISCAL 1988 STATISTICAL SUMMARY

Appropriations and Allotments

State Appropriation for Board Administration	\$ 761,386
State Aid for Regional Public Library Systems	9,706,840
State Aid to Public Libraries	5,923,637
Additional State Aid to Public Libraries	1,500,000
Talking Book Library	138,000
State Competitive Grants To Public Libraries	5,000,000
Library Telecommunication Expenses	200,000
Gateway Library Materials	600,000

State Funds Sub-total 23,829,863

Federal Funds Allotment for LSCA-Title I	1,803,695
Federal Funds Allotment for LSCA-Title II	504,321
Federal Funds Allotment for LSCA-Title III	428,058

Federal Funds Sub-total 2,736,074

Grand Total State and Federal Funds \$26,565,937

Staff (FTE Positions)

Filled Positions:

Professional	19
Subprofessional and clerical	8
TOTAL	27

Certification Activities

Number

• Professional, on basis of graduation from A.L.A. accredited library school program	52
• Professional, issued on basis of reciprocity	2
• Subprofessional	106
• Provisional Subprofessional	114
• Replacements	2

Total number of certificates issued by
Board of Library Commissioners during FY88 276

Legislation

Library Improvement Act

The major event of the fiscal year occurred on November 4, 1987 when Governor Michael Dukakis signed "**An Act to Improve Public Libraries**" into law. Members of the library community rejoiced at the passage of this historic piece of library legislation, having worked diligently for over two years to make it a reality. The Act is significant because it legislatively addresses many of the issues and needs libraries in the Commonwealth have faced for the past twenty-five years.

The signing was an occasion for a press conference at the State House attended by many librarians, trustees and friends of libraries. They were addressed by the Governor and by legislators who filed the legislation and worked hard for its passage: Senate President William Bulger, Rep. Mary Jane Gibson and Rep. Richard Voke. The bill stood as the most significant piece of library legislation passed since

1960 when the legislature, for the first time, authorized the direct appropriation of state funds in support of local and regional public libraries.

In early October 1987, the "library improvement bill," as it was called, had gone to a conference committee. **H.5800** and **S.1953**, different versions

State assistance to cities and towns for capital improvement to public libraries – \$35 million.

of the same library bill, had each been passed by the House and Senate, respectively, but there were differences to be ironed out. The conference committee reached agreement within a short time, and by the week of October 21, 1987 both branches of the legislature had passed the bill by a unanimous vote!



Signing of the Library Improvement Act

The new law became Chapter 478 of the Acts of 1987, and because it contained an emergency preamble, it became effective immediately. Highlights of this legislation included the following:

1. *State assistance to cities and towns for capital improvement to public libraries – \$35 million.*
2. *Authorization of additional state assistance to public libraries serving a large percentage of non-residents.*
3. *Local library support requirement. Local library support required of recipients of the library state aid program would be changed to an amount 2.5% greater than the average amount appropriated for public library services in the preceding three years.*
4. *Municipal Equalization Grant Program.*
5. *Amending Chapter 78, Section 19B of Massachusetts General Laws (Minimum Standards for Library State Aid) to permit a broader definition of materials expenditures.*
6. *Exemption of Regional positions from local residency requirements.*
7. *Gateway Cities Library Materials Program. Establishes library materials program for municipalities heavily impacted by recent immigrants. Selected cities – \$600,000.*
8. *Provision of a statutory increase from 36.1 to 50 cents per capita to Boston Public Library which serves as the Library of Last Recourse for reference and research services to all residents of the Commonwealth.*
9. *Authorization of FY89 competitive grant program to public libraries for innovative projects – \$5,000,000.*

Thanks are due to all the librarians, trustees and library supporters whose untiring efforts over the past two years helped bring about the passage of this important legislation.



Maureen Killoran

Regional Funding

Legislation entitled "**An Act to Increase State Aid for Regional Public Library Service**" was re-filed for the 1988 legislative session. Formerly **S.1272**, the bill was assigned a new number, **S.1193**. With the successful passage of the library improvement bill, this new bill for increased regional funding, **S.1193**, became a priority on the legislative agenda for libraries.

The regional library systems supplement and support local library services by providing technical and consultant services to librarians and trustees. They have not received an increase in appropriation since July 1, 1984 and are funded entirely through state appropriations determined by a per capita formula based on population density. At the close of FY88, the bill had passed the Senate and was in the House Committee on Ways and Means.

Public Library Construction

If fiscal years 1986 and 1987 were full of anticipation and active planning for library construction and renovation, the actual signing of the Library Improvement Act in November 1987 resulted in a veritable explosion of activity, both at the agency and in libraries throughout the state. Providing \$35 million in state monies, to be funded by means of a bond issue, this multi-faceted piece of legislation allowed for a major expansion of MBLC participation in, and funding of, library construction and renovation projects. The bond issue received final authorization with the passage of a term bill in early January of 1988.

The passage of the Library Improvement Act, or Chapter 478 of the Acts of 1987, was based on widespread support among members of the General Court. This support was engendered in large

The signing of the Library Improvement Act resulted in a veritable explosion of activity throughout the state.

part by the intensive educational efforts of librarians and library supporters. The Massachusetts Library Association, for example, formed a legislative network, sponsored a letter-writing campaign, and held a Library Legislative Day at the State House in Boston. Constituents everywhere provided information and encouragement to their legislators in order to achieve support for the bill. The need for improved library facilities in Massachusetts was great.

Relying on recent experience with other grant programs and planning efforts, the Board staff began an

extensive and detailed process for developing the required regulations and procedures for conducting a competitive construction grant program. The process placed a strong emphasis on the active participation and input of the library community.

The Massachusetts Public Library Construction Program

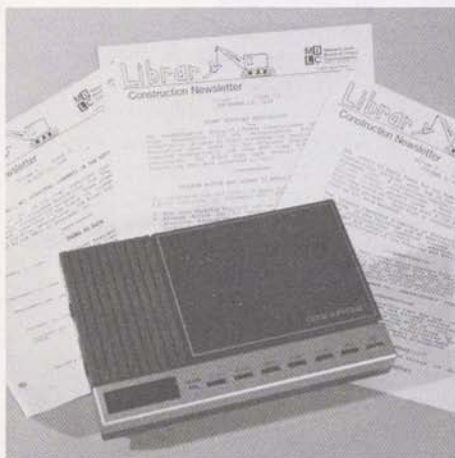
Keeping the library community informed was a priority of the staff. Consequently, the *Library Construction Newsletter* was initiated in January 1988 and mailed to all public libraries about every three weeks. It dealt with the program schedule, the agency's progress in developing and promulgating regulations, it answered questions, gave explanations, and alerted libraries to matters they needed to be thinking about in their planning, e.g., getting assurances and approvals from the Massachusetts Historical Commission and/or other state and local agencies.

In addition, a library construction "Hotline" with a toll-free 800 number was set up at the agency. Callers could listen to a weekly recorded message that provided an update on the progress of the program.

Draft regulations prepared by the staff were distributed to all public libraries in early March 1988. In late April, a series of six "town meetings" were held throughout the state to give the library community an opportunity to react to the draft regulations. Written comments were invited as well. These reactions served as the basis for revising the draft regulations and for developing a set of new proposed regulations.

The proposed regulations were submitted to and approved by the Board of Library Commissioners in June 1988 and thereafter mailed to all public libraries for further comment and revision according to the Commonwealth's administrative procedures for promulgating regulations. A public hearing and *final* regulations are two further steps that wait on the next fiscal year for completion.

Agency files of libraries planning or doing construction projects expanded rapidly this year. Several communities successfully sought and obtained complete local funding for their projects. Others encountered failure but remained determined to present the library's case again for municipal approval.



Construction newsletters and hotline

Federal Projects

As in previous years, the grant round for LSCA Title II money was a very competitive one for rather a small amount of federal assistance. In June 1988 the Board of Library Commissioners made five provisional awards to the municipalities of Ashfield, Newton, Wareham, West Tisbury and Westwood. Three of these awards for FY89 implementation will assist new library construction; one will be an addition/renovation; and the fifth will make the library accessible for disabled persons.

This year also saw the completion of several LSCA Title II projects. One of these was the opening of a renovated and remodeled former school building in the Town of Ashburnham. The Wayland Public Library completed a major addition and renovation project. And Fall River Public Library completed a handicapped access project which included the installation of an elevator and new restrooms, as well as doors that are opened by an electric eye. These were all heralded by well-attended and well-publicized dedication ceremonies.

Other LSCA Title II-funded projects including Whitman, Littleton, Franklin, Bellingham and Southborough continued to proceed down the sometimes rocky road of construction. Library staffs, trustees and building committees are to be commended for their persistence and patience in this often difficult process.

The Board's staff was increasingly called upon to assist local municipalities in planning and evaluating their library facilities this year. Numerous field visits and meetings from one end of the state to the other were made in an effort to help communities construct and renovate facilities that will best meet their needs.

Municipal Equalization Grant (MEG) Program

In this the second year of the Municipal Equalization Grant Program (funded again through the state budget process), there was a significant change in the method used to measure compliance with the requirements. Whereas the Board provided some flexibility in the first year, allowing any one of three methods to be used to measure compliance, starting with FY88 only one method could be used, i.e., the library's municipal appropriation for FY88 had to be equal to, or greater than, the average of the three prior years plus 2.5% of that average (Chapter 199, Acts of 1987). Moreover, any FY87 or FY88 LIG or MEG money received by a library could not be considered part of the municipal appropriation for purposes of meeting the Municipal Appropriation Requirement. This applies to Library Incentive Grants as well as to Municipal Equalization Grants. The MEG program serves to compensate for the disparities in the revenue-raising capabilities of the state's cities and towns.

State law authorizes the distribution of any unawarded LIG and MEG monies to qualifying libraries toward the end of the grant cycle. Thus, second payments of MEG funds were expected by many libraries at the end of fiscal 1988. Unfortunately, before all of the second payments could be allotted by the staff, the Office of the State Comptroller initiated an unexpected freeze and the \$19,110 not yet disbursed were returned to the state treasury. The staff hopes next year to avoid a repeat of this occurrence by starting the second payment process as soon as possible after first payments have been completed.

Workshop

Agency staff members participated in the Western Regional System's workshop on state aid and budget presentation in February 1988. They discussed the recent changes in state library aid programs and the Municipal Appropriation Requirement – how it has changed and how it is measured. An audiocassette containing this information was subsequently produced and made available for loan.

FY1988 Municipal Equalization Grant (MEG) Program Statistical Summary

General Information

- 351 Cities and towns in the Commonwealth
- 6 Ineligible to apply:
 - 3 do not have a public library in operation (Hawley, New Ashford, & Washington)
 - 1 has library only open part of year (Mount Washington)
 - 2 do not have municipal funds for public library service (Conway, Bernardston)
- 345 Eligible to apply for Municipal Equalization Grant
- 13 Did not apply for Municipal Equalization Grant

MEG Applications filed with the BLC

- 332 Applied for FY88 MEG
 - 11 Applied for MEG only
 - 321 Applied for both MEG and Library Incentive Grant
- 331 Certified and Awarded MEG
 - 1 Denied MEG

Financial Activity for MEG Portion of BLC Account 7000-9501

\$3,000,000.00	Appropriation
\$39,539.00	Unexpended funds available from Library Incentive Grant portion of BLC Account 7000- 9501
\$3,020,428.98	Expended for initial and second MEG payments
\$19,110.02	Undistributed per Office of the State Comptroller

Disbursements to Cities and Towns

\$3,020,428.98	Payments to 331 cities and towns
\$2,991,317.98	Initial payments to 331 cities and towns
\$29,111.00	Second payments of not less than \$20.00 to 147 cities and towns

FY1988 Library Incentive Grant (LIG) Program Statistical Summary

General Information

- 351 Cities and towns in the Commonwealth
 - 6 Ineligible to apply:
 - 3 do not have a public library in operation, (Hawley, New Ashford, & Washington)
 - 1 has library only open part of year (Mount Washington)
 - 2 do not have municipal funds for public library service (Bernardston, Conway)
- 345 Eligible to apply for Library Incentive Grants
 - 267 Cities and towns with over 2,500 population
 - 78 Towns with under 2,500 population
- 24 Did not apply for Library Incentive Grant

Applications Filed with the BLC

- 321 Applied for FY1988 LIG
- 320 Certified and awarded LIG
 - 308 Awarded LIG on basis of meeting all statutes and regulations
 - 12 Awarded LIG after special review
- 1 Denied LIG

Financial Activity for LIG Portion of BLC Account 7000-9501

\$2,923,637.00	Appropriation
\$2,884,098.00	Disbursed in FY88 LIG payments
\$39,539.00	Available for FY88 Municipal Equalization Grant payments

Disbursement to Cities and Towns

\$2,884,098.00	Payments to 320 cities and towns
\$2,806,019.50	Payments to 260 cities and towns with 2,500 population.
\$78,078.50	Payments to 60 towns with 2,500 population.

12 Municipalities Certified Following Special Review

- 1 Municipal Appropriation Requirement (Lenox)
- 4 Hours open minimum standard (Acushnet, Falmouth, Saugus, Watertown)
- 2 Personnel minimum standard (Blackstone, North Brookfield)
- 5 Materials expenditures minimum standard (Dedham, Lenox, Millville, Oak Bluffs, Williamsburg)

1 Municipality Denied LIG

- 1 Municipal Appropriation Requirement (Colrain)

Library Development

Revision of Automation Plan

The revision and updating of the 1983 automation plan contained in the document *Automated Resource Sharing in Massachusetts: A Plan* began in fiscal 1987. "Town meeting" forums had been held and a Delphi study conducted to solicit input from the library community. Late in FY87 a first draft of the new plan was completed and mailed to members of the Network Advisory Committee (NAC) for their consideration. The intent of the plan was to provide guidelines for the funding of automation and networking projects and to encourage linkage.

Following discussion and review by the NAC, a second draft was prepared and mailed to some 1000 librarians in

The new automation plan now provides the foundation for automated resource sharing in Massachusetts.

August 1987. Six "town meetings" were held throughout the state for reaction and further input during the month of September. More than 100 librarians attended the meetings. Based on their comments a third draft was developed and distributed to the NAC, to the Statewide Advisory Council on Libraries (SACL) and to the Board of Library Commissioners. The NAC and SACL both recommended approval of the plan in November 1987, and the Board voted its approval in December. Copies of the

revised plan entitled *Automated Resource Sharing in Massachusetts: Activities, Functions and Policies Supporting the Long Range Program* were sent to libraries, automated clusters and other interested persons in the spring of 1988. The new document now provides the foundation for automated resource sharing in Massachusetts.

Metropolitan Library Development

Following through on their plans of last year, the Metropolitan Library Development Committee sponsored three one-day work shops in September 1987 to assist larger libraries (communities of 15,000 or more) in the use of the Public Library Association's (PLA) planning process.

Some 140 persons representing 90 libraries attended the workshops. All those attending received a set of PLA's planning manuals, *The Planning Process* and *Output Measures for Public Libraries*. Each workshop was presented by Dr. Charles McClure of Syracuse University, the project director for the PLA planning process team. Based on the recommendation of the Committee, an "Options for Larger Libraries" category was built into the FY1989 State Competitive Grant round. Seventeen libraries subsequently took advantage of this option and completed the planning process within the required time limit.

State Competitive Grant Program

The competitive grant program continued into its second year, thanks to a second appropriation of \$5 million achieved through the state budget process. Although the program was provided for in the Library Improvement Act, as of the start of FY1988 the Act had not been passed. The legislature, however, funded the program for the second year through the agency's budget. Anticipating such an action, Board staff had already conducted the grant application round in the spring of last year. As soon as the FY88 funds were available, therefore, the approved projects were up and ready to go. A total of 209 projects began in late summer of 1987.

The state-funded projects included the following types of library development: reference enhancement, shared reference collection development, resource sharing, non-print media collection development, videocassette cooperatives, improved young adult and children's services,

The competitive grant program received a second appropriation of \$5 million through the state budget process.

resource sharing microcomputers, and regional/statewide continuing education programs.

With the passage of the Library Improvement Act in November 1987, Section 7 of that law establishing the competitive grant program came into play. It authorized the funding of innovative projects in public libraries. Section 12 declared the limit on the life of the program, stating that it shall

expire on June 30, 1989.

In response to the proposed final year of funding the State Competitive Grant Program, the MBLC ran a third grant round in the fall of 1987 for \$5 million. The Board received 239 applications totaling \$7,360,259. Because of the extraordinary number of applications, it was necessary to make awards based on the libraries' own priorities. Many had submitted two or more proposals. BLC staff and SACL, expanded to include the regional administrators, met in March 1988 to review the projects. They developed recommendations which were approved by the Board for 159 projects totaling \$5 million. These grants are contingent upon the appropriation of funds by the legislature in the FY1989 state budget.

Federal Program

The annual updating of the *Massachusetts Long Range Program, 1987-1991* required by the Library Services and Construction Act was undertaken in the spring of 1988. It was written by Board staff and based on comments and concerns of SACL members and librarians in the field. The approval of the revised automation plan in December 1987 required a major revision of that part of the *Long Range Program* that dealt with resource sharing and interlibrary cooperation – the Action Program for LSCA Title III.

Clusters and other groups applying for Title III grants will now be required to support their proposals through the *Long Range Program* and by referring to *Automated Resource Sharing in Massachusetts: Activities, Functions and Policies Supporting the Long Range Program*. The revision was approved by SACL at its May 1988 meeting and by the Board of Library Commissioners at its June meeting.

LSCA Projects

Two grant-writing workshops were held by agency staff in December 1987 to assist librarians in the development of grant proposals for LSCA Titles I and III. Attendance at these sessions was excellent. Invariably, participation in these workshops results in overall improvement of the quality of grant proposals, a fact often noted by SACL members as they review the applications. Proposals must meet certain federal priorities and mandates as well as serve local needs.

During FY88, twenty-five LSCA Title I projects, two Title II, and three Title III projects were implemented. In June 1988 awards were approved for FY89. Nineteen Title I, five Title II, and one Title III projects were given provisional awards contingent upon federal funding. The application process for these grants began in October 1987.

Literacy

Activities continued to focus a great deal on the development of library services for functionally, or marginally, illiterate people. The agency's program consultant worked with the Commonwealth Literacy Campaign, the Governor's initiative for combatting illiteracy, to identify 46 libraries to serve as literacy resource centers across the state. These now provide basic information on tutoring opportunities for adults and a core collection of literacy materials. Consultant staff continued to work as a liaison with the Governor's Interagency Policy Group on Adult Literacy and as a board member of the Massachusetts Coalition for Adult Literacy to better coordinate literacy activities at the state level.

An outstanding pilot program was established at the Cambridge Public Library with both state and federal funds. This innovative program took a new approach, that of combining small group teaching by a qualified literacy specialist with follow-up tutoring by trained volunteers. This project, and the role of libraries as obvious literacy resource centers, was recognized by Governor Dukakis in a press conference at the library in the spring of 1988.

Forty-six public libraries now serve as literacy resource centers across the state.

Another dynamic program, the "Publishing for Literacy" project, was established at the Brookline Public Library with funds from the BLC's state competitive grant round. The library, in conjunction with Boston's Adult Literacy Resource Institute, coordinated the publication of the writings of adult literacy students in programs in the Brookline/Boston area. These writings were published in a professional anthology which was distributed to every public library in Massachusetts.

A student-centered literacy program using a whole-language approach was developed at the Brightwood Branch of the Springfield City Library. Using interactive videodisc players, computers and new technology, trained educational professionals put in place an outstanding adult learning center which continues to attract attention both statewide and nationally.

LSCA Title VI

The *Library Literacy Program*, Title VI of LSCA, was announced in the fall of 1987. Although these grant funds were to be administered directly from

Washington, D.C. rather than through the BLC, the agency offered a workshop in October to give interested librarians the opportunity to find out about a variety of types of library literacy programs and to learn how to start one. Librarians writing literacy proposals for the Title I program also benefited.

Directory Revision

The agency's revised and updated edition of the *Massachusetts Literacy Resources Directory, 1987-88* was published this year and distributed to all public libraries. Since 1985, when the first edition came out, the directory has been in great demand and has proved quite useful to many service providers.

Institution Libraries

With the departure of the consultant for services to mental and public health institutions, library services for these institutions became the responsibility of the outreach consultant. Because of a general lack of communication among institution librarians, the first statewide workshop of all Massachusetts institutional librarians was convened. The day-long meeting focused on differences and similarities in service to client groups and forged intra-departmental relationships which should be beneficial to all librarians. At this meeting and at another professional library workshop, the subject of AIDS information was a priority topic. At both workshops a member of the Department of Public Health was brought in to speak to librarians about the role of libraries in the provision of materials about AIDS. A variety of free pamphlet information and

brochures available from both state and national sources was shared. Greater dissemination of such information and coordination with local public health authorities was urged.

Gateway Cities Program

Services to second language speakers received a great deal of attention this year because of state funding provided under the new Library Improvement Act. The Gateway Cities Program recognized the need for new immigrants to have materials in their own languages and for purposes of becoming citizens. This emphasis had received priority in the state legislature. The MBLC administered grants to eight cities which had been recognized as "gateways" for large numbers of immigrants. Two libraries focused on the needs of a growing Chinese-speaking population. In both cases, print and non-print materials were acquired. Successful "open house" events at these libraries promoted the new collection to the community as a whole, integrating the program into regular library services.

Non-Print Media Services

A great deal of interest in non-print media collections was stimulated by the State Competitive Grant Program this year. The program gave libraries an opportunity to start core collections that they ordinarily could not have afforded. Extensive collection development took place, therefore, in compact discs,

videocassettes and audiocassettes (both spoken word and music).

Non-print media unit staff consulted with libraries, advising on collection development, copyright issues regarding public performance, and on equipment purchases. On-site workshops and staff training were given to requesting libraries on VCR and camcorder operation and maintenance.

A considerable amount of information was also provided in *MBLC Notes* on the selection and development of video and audio collections. Articles appeared on CDs, children's video, and video repair. Libraries were alerted through the newsletter also to special grant programs and offers that would allow them to add equipment and videos of unusually good quality to their collections. The ALA/Carnegie Video Project, the MacArthur Foundation's Library Video Classics Project, and the second MacArthur Foundation Grant Program gave video a great boost in Massachusetts because so many Massachusetts libraries took advantage of these opportunities.

Staff was much involved again with presenting media programs in conjunction with professional association conferences. Working with the media section of NELA, a program was presented on optical disk technology. A member of the Library of Congress explained its use in preserving films and other images.

Staff also served on the State AV Contract committee once again this year.

The Professional and Reference Library

The role of the Professional Library is to provide information services to the staff and the constituency of the Board of Library Commissioners. To fulfill this role, the library maintains a collection of 5000 books, 200 periodical titles, and a variety of special materials. Reference and interlibrary loan services are provided to the agency's staff and public.

The library's materials and services were heavily used during FY88. Statistics reveal that 1300 reference questions were answered, 890 books were circulated, and 270 new titles were added to the collection. Forty per cent of the circulation was to members of the BLC staff, another 40% represented loans to public library staff and trustees. The remaining 20% was accounted for by loans to special, school, and academic libraries.

As part of our effort to maintain an up-to-date collection, the library staff withdrew 700 outdated titles from the collection, re-organized the vertical file collection, and implemented a retention schedule for our periodical holdings.

With the active assistance of the agency's library committee, the library selection policy was rewritten. This was the first major revision of the policy in several years. The exercise provided an opportunity to review the role of the Professional Library and to identify the types of materials which should be added to the collection in future years.

Increased efforts were made this year to promote the services of the Professional Library. A listing of recently acquired titles was included in each issue of the agency's newsletter, *MBLC Notes*. Our annual survey of the agency's library needs was conducted in January 1988. The results of this staff survey assisted us in serving the needs of BLC staff. A brochure describing the library's services was developed and distributed to staff. A similar brochure is being planned for distribution to public libraries across the state.

Special Projects

The Planning Process

In the spring of 1988 a draft of *The Small Libraries Planning Process* was ready to be distributed to a selected number of libraries in the state for testing. Although it was originally planned as a supplement or workbook for use with *Options for Small Libraries: A Planning Guide*, during the course of its development the draft evolved instead into a stand-alone document for small libraries. It was based on some of the concepts introduced in *Options* and in PLA's *Role Setting and Planning Guide*. Original work which ties costs of library services to roles was also included. Work on the project began a year earlier with the help of a statewide committee of directors from small libraries and representatives of the regional systems.

As a result of this work, the special projects consultant was invited by *Public Libraries* to submit an article on statewide planning initiatives in Massachusetts and to participate in a panel discussion on planning at the Public Library Association conference in Pittsburgh.

Trustee Education Project

Funded by a state competitive grant from the MBLC, the Massachusetts Trustee Education Project was a cooperative endeavor of the Massachusetts Library Trustees Association, the regional library systems, and the agency itself. Intended to address the information and education needs of trustees, the project's goal was to improve the quality of library service in Massachusetts by



helping trustees become more effective in library governance, planning, policy-making and working for adequate local support.

Agency staff sat on the steering committee that guided the production of a video training program titled *Welcome Aboard* which provided "case method" problem-solving experiences for trustees. Produced and directed by Studio 16, a Springfield-based firm, four problem cases formed the core of this production. The problems focused on finance and the budgeting process, the hiring process, censorship, and evaluation of the library director. A workbook for participants was also developed to accompany the presentation. The effectiveness of this new training tool will be tested in the next fiscal year.

Salary Issues

The Joint Committee on Salaries includes representatives from the Massachusetts Library Association, the Massachusetts Library Trustees Association and the Board of Library Commissioners. As part of the agency's participation in the work of this committee, a workshop was presented for trustees and librarians in the Eastern and Western Regions. Strategies were presented which focused on using improved job descriptions as a mechanism to communicate the complex nature of library administration. Individual consulting with various directors and trustee boards assisted further in developing strategies tailored to the needs of individual communities and aimed at raising salaries for library employees.

"Big E" Revisited

For the second consecutive year the BLC coordinated a library exhibit at the twelve-day Eastern States Exposition held each September in West Springfield. In keeping with the celebration of the bicentennial of the U.S. Constitution, the booth also recognized the Massachusetts Constitution, the oldest state constitution still in use. The very successful wheel-of-fortune game was used once again to engage fairgoers who were asked to answer skill-testing questions about Massachusetts, its history, famous people, places, products, etc. Many of the gifts given for correct answers to questions were donated by libraries, library vendors, or by other exhibitors at the fair. These latter prizes ranged from a dish of Massachusetts

apple pie and cheese to maple sugar candy and Christmas tree seedlings. Nearly 100 volunteers from libraries across the state gave of their time, energies, talent and good cheer to work in the booth and meet the public. Once again, the exhibit was very successful, attracting long lines of people, from infants to elderly and from all walks of life.

Friends of the Library

To stimulate interest in Friends associations, a workshop was planned for MLA, speaking engagements were made at individual libraries and a regional meeting of Friends groups was coordinated. Numerous requests for information were filled during the course of the year and in response, a start-up package of information was developed for organizations.

Centennial Committee

In anticipation of the BLC's celebration of its 100th anniversary in 1990, the agency's director appointed a Centennial Committee to begin thinking about activities and events for the year-long celebration. Representation on the committee included Board staff, commissioners and MLA. The agency holds the distinction of being the nation's first state agency for the development of public library service.

Public Relations for Libraries

A major project funded by the MBLC under the State Competitive Grant program was the statewide public relations campaign for libraries conducted by a committee of MLA. An agency staff member served on the advisory committee that steered the project. The campaign strategies and products were developed by a professional public relations firm, the Clarendon Group, in Boston. The goal of the project was to increase public awareness of the *information-providing* role of libraries, which may extend anywhere from offering basic how-to resources to electronic database searching. Adults who are out of school tend to neglect, or be unaware of, their library's informational resources, materials that can assist them in coping with everyday life situations, such as home repair, personal finance, consumer decisions and the like. This project was designed

to renovate the image of libraries, therefore, by presenting them as aggressive, popular and contemporary networks of professionals providing useful information to the whole community.

The campaign products were impressive: a series of public service announcements for both television and radio, billboards, print ads, local TV interviews and newspaper feature articles. All bore the campaign slogan – “*Know how. No charge.*” Media usage of these products was free of charge. In fact it was estimated that nearly \$2 million worth of free air time and print space had been used. A considerable amount of the PSA broadcasting occurred during prime time as well. Subsequently, this campaign achieved national recognition by being given a John Cotton Dana award.

Committees

Representatives from all types of libraries and user groups served on various standing and ad hoc advisory committees established by the Board. They provided insight and assistance with matters concerning the improvement of library services in the state. Their efforts deserve recognition and appreciation.

Statewide Advisory Council on Libraries

<i>Members</i>	<i>Representing</i>
Sandra Souza, <i>Chairman</i> Massachusetts Department of Correction	Institution Libraries
Thomas F. O'Connell, <i>Vice-chairman</i> Dover	Users
Carl Sturgis, <i>Secretary</i> Richard Salter Storrs Library, Longmeadow	Public Libraries
Juan A. Aulestia Oxfam-America, Inc.	Users
Lisa Dagdigian Harvard Public Library	Public Libraries
Tamson Ely Springfield Technical Community College	Academic Libraries
Judith Weinberg Foster, to 12/87 Ingalls, Quinn & Johnson	Special Libraries
Gary Glenn Cambridge	Users
Patricia Kirk Regional Library for the Blind and Physically Handicapped	Libraries Serving the Handicapped
Carolyn Markuson Brookline Public Schools	School Libraries
Catherine Norton Marine Biological Laboratory Library	Special Libraries
Anne O'Brien Samuel S. Pollard Memorial Library, Lowell	Public Libraries

Vivian Robb Marion	Users
David Rosen Jamaica Plain	Users
Susan Theriault Shelton Leominster Public Library	Public Libraries

Metropolitan Library Development Committee

Arthur Kissner, <i>chairman</i>	Fitchburg Public Library
James Fish, <i>vice-chairman</i>	Springfield City Library
Mary Heneghan, <i>vice-chairman</i>	Eastern Massachusetts Regional Library System
Michael Baron	Chicopee Public Library
Joseph Dionne	Lawrence Public Library
Robert Dugan	BLC Staff
Christine Kardokas	Worcester Public Library
Alice Mulready	Tufts Library, Weymouth
Anne O'Brien	Pollard Memorial Library, Lowell
Jane Ouderkirk	BLC Staff
Anne Reynolds	Wellesley Free Library
Virginia Tashjian	Newton Free Library
Warren Watson	Thomas Crane Public Library, Quincy
Ernest Webby	Brockton Public Library

Network Advisory Committee

John D. J. Slinn, <i>Chairman</i>	Boston College Libraries
Joanne Adamowicz	Special Libraries Association
John Adams	North of Boston Library Exchange
Bruce Baker	Western Mass. Regional Library System
Karin Begg	Association of College & Research Libraries/ New England Chapter
William Boyle	Southeastern Mass. Cooperating Libraries
Julie Brown	Boston University Libraries
Ruth Chamberlain	Central Mass. Regional Library System
Ann Chaney	Old Colony Library Network
Constance Clancy	Western Mass. Regional Library System/ Automation Committee
Deborah Conrad	Eastern Mass. Regional Library System/ Automation Committee
Howard Curtis	Merrimack Valley Library Consortium
Francesca Denton	Merrimack Inter-Library Cooperative
Donald Dunn	Cooperating Libraries of Greater Springfield
Tamson Ely	Statewide Advisory Council on Libraries
Sally Evans	Southeastern Automated Libraries
Bernard Franckowiak	University of Lowell Libraries
William Gallup	Wellesley-Lexington Area Cooperating Libraries
Kathy Glick-Weil	Minuteman Library Network
Monica Grace	Massachusetts Library Association
Frank Gramenz	Boston Area Music Libraries
Mary A. Heneghan	Eastern Mass. Regional Library System
Steve Hunter	MEDLINK
Anne Johnsen	Northeast Consortium of Colleges & Universities in Massachusetts
Liam Kelly	Boston Public Library Cataloguing Utility
Artemis Kirk	Fenway Library Consortium
Margaret Lourie	Boston Group of Government Libraries
Sylvia McDowell	MIT Libraries
Barbara McNamara	Boston Theological Institute
Greg Masterson	Cape & Islands Inter-Library Association
Laima Mockus	NELINET, Inc.
Catherine Moore	Massachusetts Health Sciences Library Network
Donald Morton	Worcester Area Cooperating Libraries
Vincent Piccolo	Massachusetts Association for Educational Media
Maryellen Remmert	Eastern Mass. Regional Library System/ Automation Committee
Ann Schaffner	Boston Library Consortium
David Sheehan	C/W MARS
Sharon St. Hilaire	Automated Bristol Library Exchange
Sondra Vandermark	Central Mass. Regional Library System/ Automation Committee
Marnie Warner	Trial Court Libraries

Agency Publications

MBLC Notes

6 issues

Bi-monthly newsletter reviewing actions taken at meetings of the Board of Library Commissioners; includes timely announcements and articles of general interest to the Massachusetts library community.

Massachusetts Position Vacancies

12 issues

Monthly listing of professional library and information science positions available in the Commonwealth.

Data for Massachusetts: FY87 Selected Public Library Statistics

A statistical report prepared by the planning and research unit; enables rapid comparison of financial support and activity levels among Massachusetts public libraries.

Data for Massachusetts: FY87 Public Library Personnel Report

Compiled by the planning and research unit to report staffing levels, salaries, education levels and fringe benefit data of Massachusetts public library personnel as of 7/1/87.

Ninety-Seventh Annual Report of the Board of Library Commissioners

Board's Report to the Governor and Legislature of the Commonwealth for Fiscal Year 1986. October, 1987.

Ninety-Eighth Annual Report of the Board of Library Commissioners

Board's report to the Governor and Legislature of the Commonwealth for Fiscal Year 1987. July, 1988.

Long Range Program 1987-1991: Annual Supplement

Update of a five-year plan for library services in the Commonwealth.

LSCA Title I Special Projects Reports, 1985

Descriptive report of LSCA Title I grant projects.

Library Construction Newsletter

9 issues

A newsletter published every three weeks from January-June 1988 to keep the library community informed on the progress of the Massachusetts Library Construction Program.

Massachusetts Literacy Resources Directory, 1987-1988

Updated and revised listing of programs and service providers of Adult Basic Education, English as a Second Language, GED preparation and test centers, library literacy programs, as well as a variety of special learning programs available throughout the Commonwealth.

Automated Resource Sharing in Massachusetts: Activities, Functions and Policies Supporting the Long Range Program

Update and revision of the MBLC's automation plan for Massachusetts, December 1987.

The Massachusetts Board of Library Commissioners (slide-tape program)

A thirteen-minute production that introduces the staff and describes the work of the agency, 1988.

The Staff and Professional Affiliations

In addition to agency duties and often in conjunction with them, members of the staff have worked actively in a number of professional organizations at state, regional and national levels. Serving in FY88 as officers and/or members of committees were:

Brian Donoghue, Member, MLA Conference Committee; chairman, NOBLE Network Reference Group.

Robert Dugan, Member, Boston Computer Society; member, Financial Management Committee of LAMA (ALA).

Sandra Haley, Member, Program Committee of Massachusetts Black Librarians Network; member, Steering Committee, NOBLE Technical Services Group.

Louise Kanus, Member, NELA Media Section; member, MLA Public Relations Committee; BLC liaison to executive board of Massachusetts Association for Educational Media; reviewer for *School Library Journal*; Scholarship Committee chairman, Massachusetts Library Aid Association.

Maureen Killoran, Member, MLA Legislative Committee; member, NELA.

Irene Levitt, MLA Exhibit Committee; member, ALA: Planning Committee of ASCLA/SLAS; Economic Status and Staff Welfare Committee of LAMA/PAS; Supervisory Skills committee of LAMA/PAS.

Mary Litterst, Member, Special Libraries Association, Boston Chapter; member, Boston Computer Society; member, ALA-ASCLA and LAMA; member, MLA.

Jane Ouderkirk, Member, Boston Computer Society; member, ALA: ASCLA, LAMA, LITA, and PLA; member, American Society for Information Science.

Roland Piggford, Member, Board of Directors of the Northeast Document Conservation Center; member, Council of State Library Agencies in the Northeast; member, Chief Officers of State Library Agencies.

Shelley Quezada, Member, ALA; Advisory Board, Collaborations for Literacy; reviewer for *Booklist* and *Hornbook*; Board of Governors, Massachusetts Coalition for Adult Literacy; member, Governor's Inter-Agency Policy Group on Adult Literacy; Commonwealth Literacy Corps-Library Advisory Board.

Marcia Shannon, Member, MLA Personnel Issues Committee and Education Committee; MBLC liaison to MLTA; member, ALA, PLA and American Library Trustees Association.

Richard Taplin, Member, State Audiovisual Contract Committee; chairman, NELA Media Section.

Sondra Vandermark, Chair, MLA Personnel Issues committee; member, ALA and PLA.

